

POWER OF PROMO PRODUCTS

Groundbreaking research from ASI proves the ROI of every product category and the global reach of ad specialties.

Research by Larry Basinait

Need to prove to clients that promotional items work as an advertising vehicle? Try this stat: 86% of U.S. consumers say they remember an advertiser that gave them a promotional product.

Think Super Bowl and Oscar Award marketers can say they get the same recall? In fact, studies have shown that television ads garner a recall of less than 50% of the people who even saw an ad – and that’s not counting the many people who simply changed the channel, hit fast-forward on a DVR, or took a trip to the

fridge while commercials were running.

That 86% recall number is a powerful statistic among hundreds of important data points uncovered in this year’s version of ASI’s Global Advertising Specialties Impressions Study. On the following pages, you’ll find information about how consumers in various parts of the world

view promotional products, the cost-per-impression of ad specialties, and a wealth of data to prove to clients and prospects exactly why promo items can successfully help them to market their companies and connect with their customers.

Go to www.asicentral.com/study for more on this year’s survey.

The Cost-Effectiveness of Ad Specialties

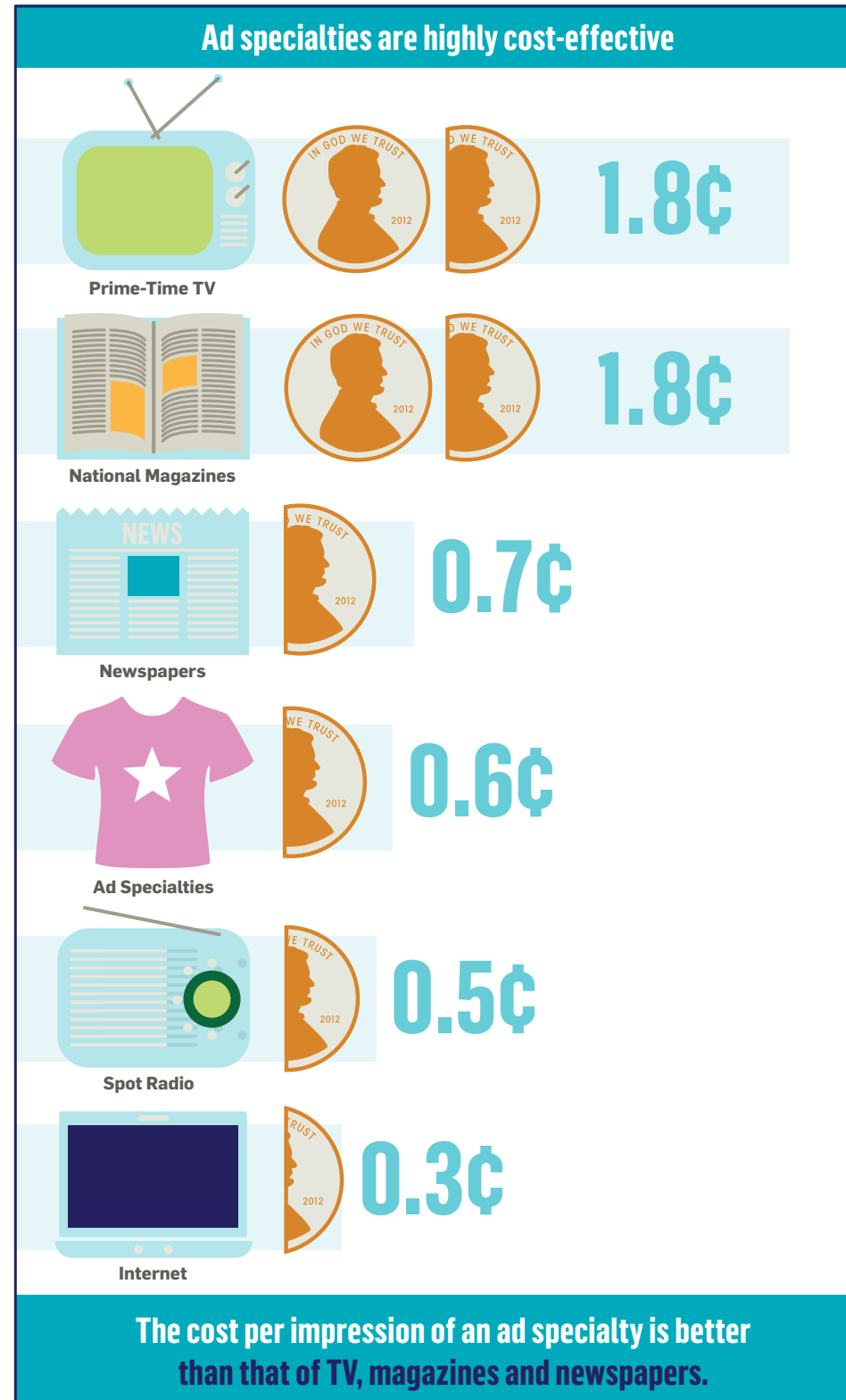
Advertising specialties are less expensive per impression than most other forms of media. The investment in advertising specialties is modest, more targeted and more achievable for smaller businesses than other forms of advertising.

As the chart to the right illustrates, promotional products have a lower cost-per-impression in the United States than prime-time television advertising, national magazine advertising and newspaper ads, and a similar CPI to spot radio and Internet advertising.

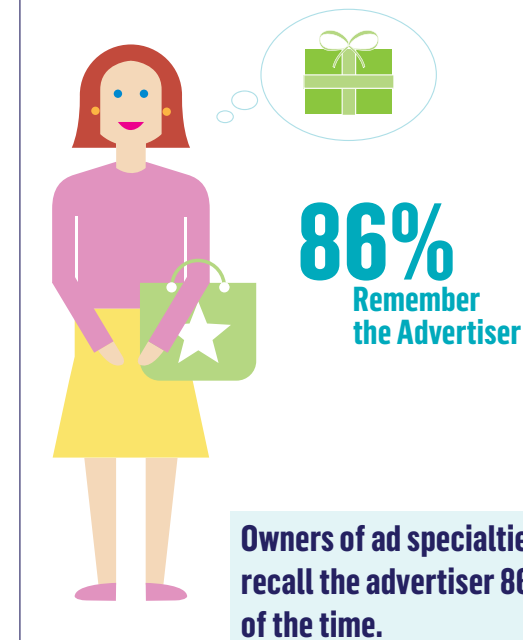
However a report published in October 2012 by Forrester Research, "U.S. Online Display Ad Spend \$12.7B in 2012," sheds some light on Internet advertising. It points out that CPMs are actually on the rise. The average CPM — cost per thousand impressions — for 2012 was \$3.17, but by 2017 that will rise to \$6.64, largely because of the shift to real-time bidding and away from portal buys where placement is not guaranteed. The rise, the analysts note, is also a supply and demand issue: marketers are competing for similar audience segments and bid density is continuing to increase.

The cost of advertising specialties are not expected to increase markedly in the next four years, making them an even better comparison to other forms of media advertising such as the Internet.

The key, though, is for distributors to actually position promotional products against these other forms of media in their conversations with marketers. Many of these clients often view promo items as add-ons to current marketing campaigns like outdoor events and trade shows, but savvy distributors today are making the point that ad specialties can actually be the driving force for — and most effective aspect of — marketing success.



On Average



Recipients' Views on Advertisers

For this section, we asked respondents whether they could identify the advertisers on the promotional items they currently owned. The result: Nearly nine in 10 (86%) U.S. recipients of promotional merchandise can identify the advertiser on the item, the highest of any country in the study.

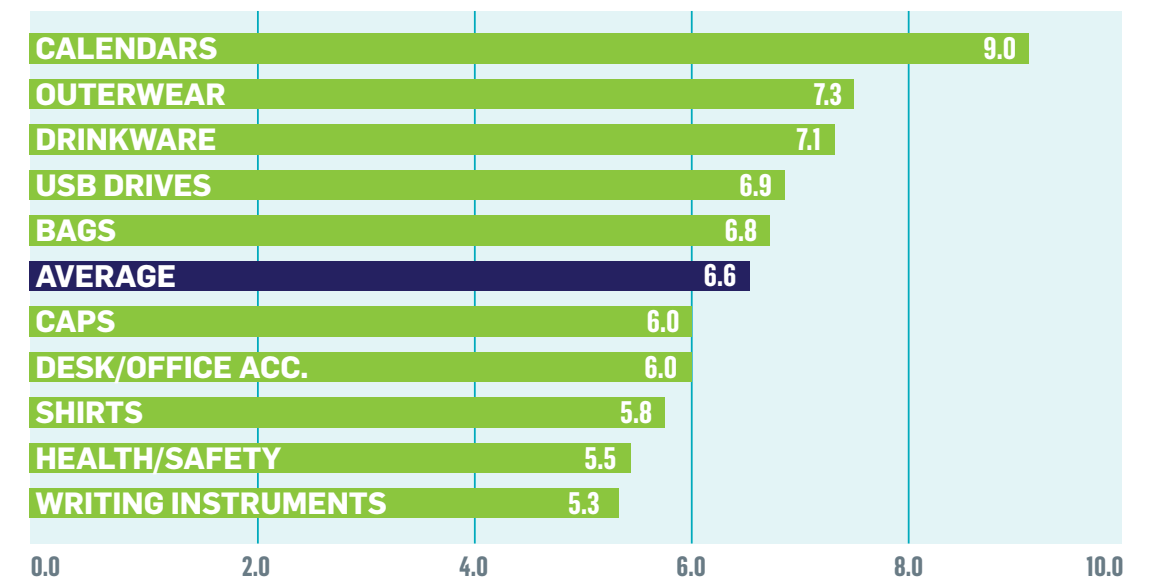
The research also reveals, of all major product categories, outerwear has the highest recognition of all promotional items: 95% of respondents who have logoed outerwear can name the advertiser on the items. Overall, wearables as a whole maintain a very high advertiser awareness rate, taking the top three spots.

These statistics are among the most powerful to be found in the 2013 version of the Global Advertising Specialties Impressions Study. After all, what do advertisers most want from their marketing campaigns? They want to get consumers (or, their intended target audience) to remember them and their marketing message. Indeed, the power of this data is that it shows that 86% of consumers recall the advertiser named on a promotional item they recently received. Compare that to television or radio or online ads, and it's not even a fair game. Those media would only hope to garner 50% recall for their advertisers. Meanwhile, promotional products can achieve nearly double that rate, at a cost that's significantly less.

Staying Power

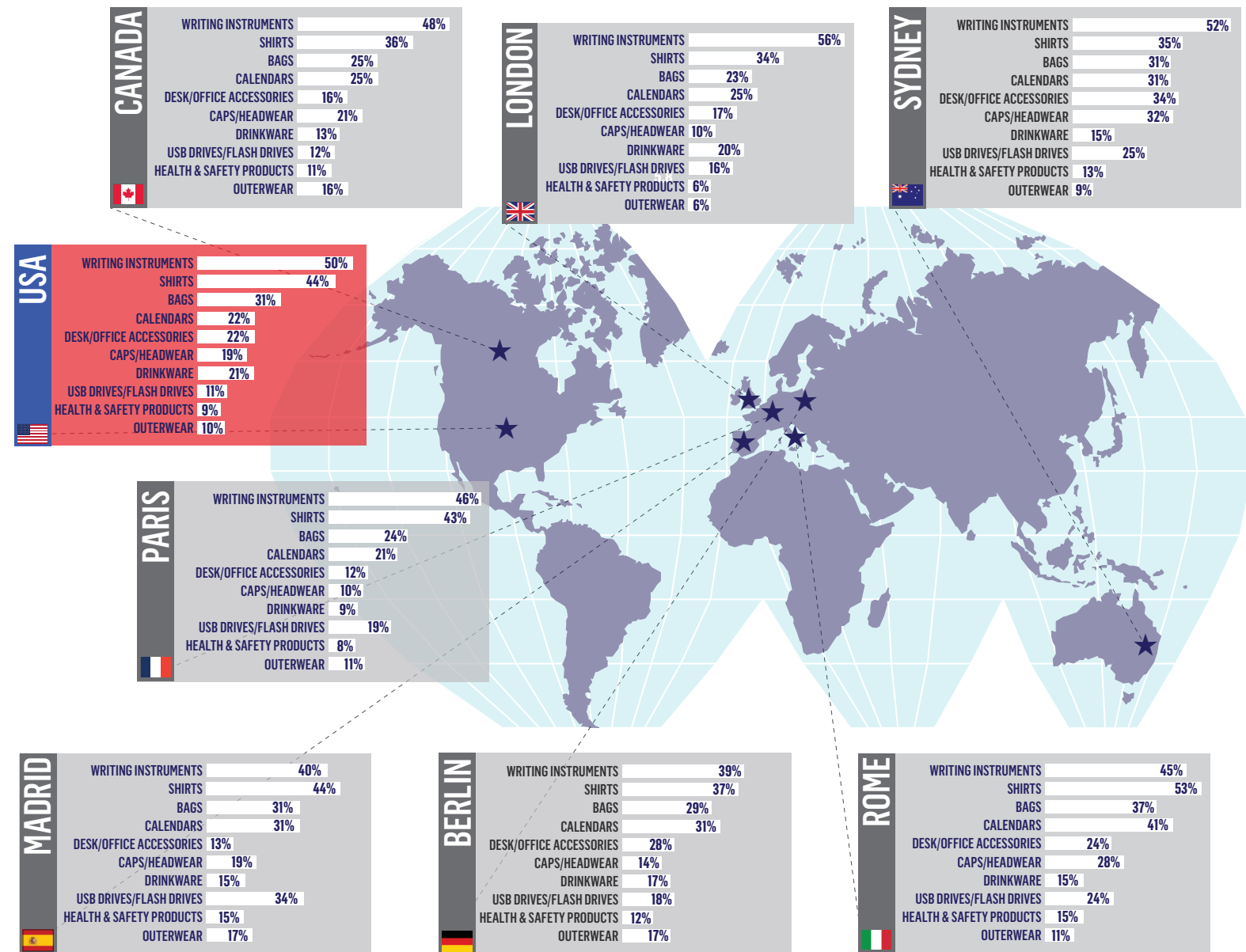
In addition to identifying the logoed items they had kept, respondents were asked how long they had kept the most recently-obtained item of each product type. On average, ad specialty items are kept for nearly seven months in the U.S. Overall, calendars are typically held the longest, on average for about nine months. Writing instruments are held the shortest amount of time, at just over five months.

Number of Months Promotional Items are Kept



Global Product Popularity

Now in eight countries, the survey shows a breakdown by country of the most popular products. Percentages shown below indicate number of people that own each product.

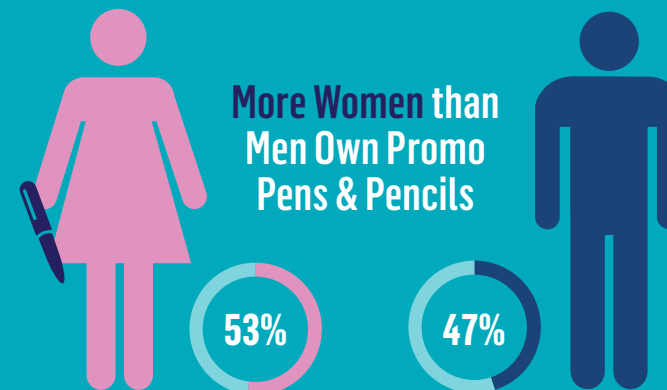
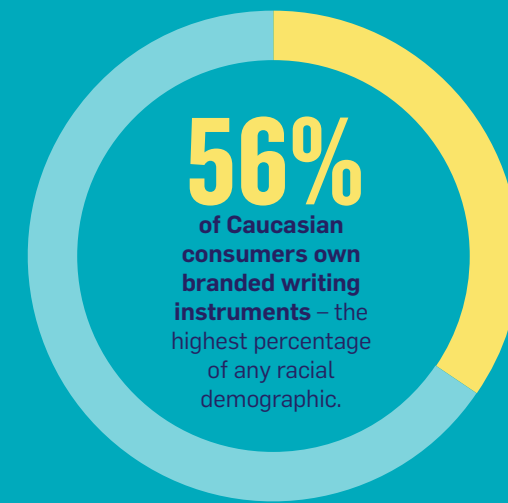


Written Proof

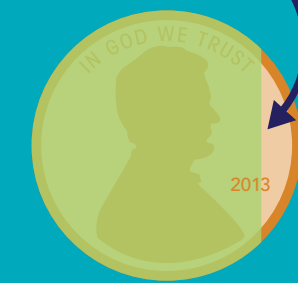
Want to sell clients on writing instruments? Use this stat: 50% of all consumers own promo pens.

50% OF U.S. CONSUMERS OWN LOGOED WRITING INSTRUMENTS

Imprint Your Logo Here



1/10th of a cent



Logoed pens and pencils tie bags for the lowest cost-per-impression in the United States.

66% LOVE

Philadelphians continue to love writing instruments the most. 66% say they own a branded pen or pencil, vs. 50% in the U.S. overall.

5,788



Rome generates the most product impressions of any European city.

DOWN UNDER

Writing instruments are more popular in Australia than in the U.S. 52% of Aussies own a branded writing instrument.

